## **ORDER**

Orders Order / Rev: 721419 06367905 Alt Order #: CONG LEADERSHIP FUND Product Desc: WKYC 3347 Estimate: 10/19/12 - 10/25/12 Flight Dates: Primary AE: Joe Knauer 10/10/12 / 10/24/12 Sales Office: Original Date / Rev: T-WAS Order Type: Political Sales Region: NAT American Media & Advocacy Grp/ POI Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Lane Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: **Congressional Leadership Fund** Demographic: A35+ New Business Thru: **Product Codes:** IS-Candidate/US House Order Separation: 00:15:00 Priority: P-5 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

**Totals** 

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	72	\$136,775.00	\$116,258.75

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	72	\$136,775.00	\$116,258.75	0.00
Totals	72	\$136,775.00	\$116.258.75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC 10/19/1	2 10/19/12	Tonight Show	CM	1135p-1237a	F	:30 2	\$2,800.00 P-5	0.00 NM	2	\$5,600.00
TONUTE 01 1147		Tonight Show								
TONITE SHW			0 . 00.	5.	D ()					
Start Date	End Date	Weekdays F	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12			\$2,800.00	0.00		<b>*</b>			
E 2 WKYC 10/19/1	2 10/19/12		CM	4p-5p	F	:30 2	\$1,000.00 P-5	0.00 NM	2	\$2,000.00
ELLEN		Ellen Degeneres								
Start Date	End Date	Mookdovo	Spoto/Mook	Poto	Dating					
Week: 10/15/12	10/21/12	Weekdays F	Spots/Week 2	Rate \$1,000.00	Rating 0.00					
E 3 WKYC 10/19/1		M-F 430a-5a	CM	430a-5a	F	:30 1	\$375.00 P-5	0.00 NM	1	\$375.00
E 3 WKTC 10/19/1	2 10/19/12	430a News	Civi	450a-5a	F	.30 1	φ3/3.00 F-3	U.UU INIVI	'	φ3/3.00
CH 3 NEWS 430	)A	450a News								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	F	1	\$375.00	0.00					
E 4 WKYC 10/19/1	2 10/19/12	M-F 5-6a	CM	5a-6a	F	:30 2	\$1,200.00 P-5	0.00 NM	2	\$2,400.00
		Channel 3 News		<b>54 54</b>	_	.00 _	ψ.,200.00.	0.00	_	Ψ=, .σσ.σσ
CH3 NEWS SUI	NRS		<u> </u>							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	F	2	\$1,200.00	0.00					
E 5 WKYC 10/19/1	2 10/19/12	M-F 5-6p	CM	5p-6p	F	:30 2	\$2,000.00 P-5	0.00 NM	2	\$4,000.00
		Dr. Phil								
DR. PHIL										
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	F	2	\$2,000.00	0.00					

Print Date: 10/26/12 10:48:05 Page 2 of 5

Order / Rev: 721419 Advertiser: Congressional Leadership Fund

SATURDAY TODAY

<u>Start Date</u> <u>En</u>

**End Date** 

Weekdays

Spots/Week

Rate

Rating

Alt Order #: 06367905 Product Desc: CONG LEADERSHIP FUND WKYC

Flight Dates: 10/19/12 - 10/25/12 Estimate: 3347

Days Ln Ch Start End Inventory Code Break Start/End Time Len Spots Rate Pri Rtg Type Spots E 6 WKYC 10/19/12 10/19/12 M-F 7-9a Today CM 7a-9a :30 3 \$2,500.00 P-5 0.00 NM \$7,500.00 **Today Show TODAY SHW** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---F-0.00 \$2.500.00 3 E 7 WKYC 10/22/12 10/22/12 2 \$2.800.00 P-5 **Tonight Show** 1135p-1237a M- - - - -:30 0.00 NM \$5.600.00 Tonight Show **TONITE SHW** Spots/Week Start Date **End Date** Weekdays Rate Rating 10/28/12 M- - - -Week: 10/22/12 2 \$2,800.00 0.00 Ch Date Range Description Start/End Time Rate Rtg Type Weekdavs 1 NKYC 10/22/12-10/28/12 Tonight Show 1135p-1237a :30(\$2,800.00) 0.00 NM See MG 7.3 [NA/Oversold] 3 NKYC 10/23/12-10/23/12 Tue Prime C 10-11p :30 \$2,800.00 0.00 NM MG for 7.1 10/22 E 8 WKYC 10/22/12 10/22/12 M-F 4-5p СМ M- - - - -:30 2 \$1,000.00 P-5 0.00 NM 2 \$2,000.00 4p-5p Ellen Degeneres **ELLEN** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/22/12 10/28/12 M- - - - -0.00 \$1,000.00 E 9 WKYC 10/22/12 10/22/12 M-F 430a-5a СМ 430a-5a M- - - - -:30 \$375.00 P-5 0.00 NM \$375.00 430a News CH 3 NEWS 430A Start Date **End Date** Weekdays Spots/Week Rate Rating M- - - - -Week: 10/22/12 10/28/12 \$375.00 0.00 E 10 WKYC 10/22/12 10/22/12 M-F 5-6a CM :30 2 \$1,200,00 P-5 0.00 NM \$2,400.00 5a-6a M- - - - -2 Channel 3 News @ 5AM CH3 NEWS SUNRS Spots/Week Start Date Weekdays Rating **End Date** Rate M- - - -Week: 10/22/12 10/28/12 \$1,200.00 0.00 E 11 WKYC 10/22/12 10/22/12 M-F 5-6p CM M----:30 2 \$2.000.00 P-5 0.00 NM 2 \$4,000.00 5p-6p Dr. Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 \$2,000.00 0.00 M-F 7-9a Today E 12 WKYC 10/22/12 10/22/12 СМ 7a-9a M- - - - -:30 3 \$2.500.00 P-5 0.00 NM 3 \$7,500.00 **Today Show TODAY SHW** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/22/12 10/28/12 \$2,500.00 0.00 E 13 WKYC 10/20/12 10/20/12 Saturday Night Live СМ ---S-:30 1130p-107a 2 \$3,000.00 P-5 0.00 NM 2 \$6,000.00 Saturday Night Live SAT NITE LIVE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 - - - - S-0.00 \$3,000.00 E14 WKYC 10/20/12 10/20/12 - - - - S-:30 1 \$3,800.00 P-5 0.00 NM Sat 6-630p 6-630p \$3,800.00 Channel 3 News at 6P SAT CH 3 NWS AT 6 **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 1 \$3,800.00 0.00 Ch Date Range Description Start/End Time Weekdays Rate Rtg Type :30<del>(\$3,800.00)</del> 0.00 NM 1 NKYC 10/15/12-10/21/12 Sat 6-630p 6-630p - - - - Sa-See MG 14.2 [Prgm Change] 2 NKYC 10/22/12-10/25/12 M-F 7-730p 7-730p MTWTh----:30 \$3,800.00 0.00 NM MG for 14.1 10/20 E 15 WKYC 10/20/12 10/20/12 SAT TDY СМ ---S-:30 1 \$2,500.00 P-5 0.00 NM 7a-9a \$2,500.00 NBC Today Show (Sa)

Print Date: 10/26/12 10:48:05 Page 3 of 5

Order / Rev: 721419 Advertiser: Congressional Leadership Fund

Alt Order #: 06367905 Product Desc: CONG LEADERSHIP FUND WKYC

Flight Dates: 10/19/12 - 10/25/12 Estimate: 3347

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Da	ıys	Len Spor	ts	Rate Pri	Rtg Type	Spots	Amount
E 15 WKYC	10/20/1	2 10/20/12		CM	7a-9a		S-	:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
CVLID	DAY TO	DAV	NBC Today Show	v (Sa)									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	S-	1	\$2,500.00	0.00							
E 16 WKYC	10/20/1	2 10/20/12	Sat 730-8p	CM	730-8p		S-	:30	2	\$1,200.00 P-5	0.00 NM	2	\$2,400.00
040115	-VDI 001	ION	Sat 730-8P										
	EXPLOSI rt Date	End Date	Weekdays	Spots/Week	Pate	Rating							
Week: 10/		10/21/12	S-		Rate \$1,200.00	0.00							
E 17 WKYC	10/21/1	2 10/21/12	Browns Pre-Gam		1130a-12p		S	:30	1	\$1,200.00 P-5	0.00 NM	1	\$1,200.00
			Browns Pre-Gam	e Huddle									
_	NS HUDI		We aldere	Cnoto/Mook	Doto	Doting							
Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$1,200.00	Rating 0.00							
			Post NFL News	CM	Various		S	:30	1	\$4,500.00 P-5	0.00 NM	1	\$4,500.00
			LN Sun Follows N	NFL						, ,			. ,
_	WS FOL												
Sta Week: 10/	rt Date	End Date 10/21/12	Weekdays S	Spots/Week 1	Rate \$4,500.00	Rating 0.00							
			Browns Tonight	CM	Browns Tonig		S	:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
L 10 With	10/21/1	10/21/12	Browns Tonight	OW	Browns rom	giit	Б	.00	•	Ψ2,000.001 0	0.00 14141		φ2,000.00
BROWN	NS TONI	GHT											
	rt Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	Su 12-1230p	CM	\$2,000.00 12-1230p /Su	0.00	S	:30	1	\$1,200.00 P-5	0.00 NM	1	¢1 200 00
L 20 WKTC	10/21/1	12 10/21/12	Channel 3 News		12-1230p /30	u	5	.30		φ1,200.00 F-3	U.UU INIVI	'	\$1,200.00
CH 3 N	WS NOC	ON											
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	S	1	\$1,200.00	0.00			_	Φ0 000 00 D 5	0.00.104		<b>#0.000.00</b>
E 21 WKYC	10/21/1	12 10/21/12	Channel 3 News	CM at 6n SUN	6-630p		S	:30	1	\$3,800.00 P-5	0.00 NM	1	\$3,800.00
CH3 NV	VS@6 W	/KND	Charmer of tews	at op 0014									
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	S	1	\$3,800.00	0.00							
E 22 WKYC	10/25/1	2 10/25/12	Tonight Show	CM	1135p-1237a	ı'.	Γ	:30	2	\$2,800.00 P-5	0.00 NM	4	\$8,400.00
TONITE	SHW		Tonight Show										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/28/12	T		\$2,800.00	0.00		,			D. T		
	Date Ra		escription onight Show		t/End Time 5p-1237a		_	<u>eekdays</u> Th	Len	<u>gtn Rate</u> :30 <del>(\$2,800.00)</del>	Rtg Type		
		.3,22.4,22.5	orngrit onow	1100	5p 1207 a			111		.00(ψ2,000.00)	0.00 14101		
	V/Overso												
		2-10/25/12 N	I-F 6-7a	6a-7	'a			- Th		:30 \$2,200.00	0.00 NM		
_	for 28.1	-	1 F 7 O - T - d	7- 0				m)		00 #0 000 00	0.00 NIM		
_	10/25/13 3 for 28.1		I-F 7-9a Today	7a-9	a			Th		:30 \$2,200.00	0.00 NM		
-		,,22.2 2-10/25/12 N	1-F 5-6a	5a-6	ia			Th		:30 \$1,200.00	0.00 NM		
	for 28.1			04 0	·u			***		.00 \$1,200.00	0.00 14141		
E 23 WKYC			M-F 4-5p	CM	4p-5p		Γ	:30	2	\$1,000.00 P-5	0.00 NM	2	\$2,000.00
			Ellen Degeneres		1 -1					, ,			, ,
ELLEN					_								
Sta Week: 10/	rt Date	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week	Rate \$1,000.00	Rating							
			M-F 430a-5a	CM	430a-5a	0.00	Γ	:30	1	\$375.00 P-5	0.00 NM	1	\$375.00
22. ***********************************	10,20/1	10,20,12	430a News	Oivi	.000 00		-	.00	•	ψοι ο.οο ι ο	0.00 14101	· ·	ψ510.00
	EWS 430												
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating							
Week: 10/ E 25 WKYC		10/28/12	1	CM	\$375.00 5a-6a	0.00	Γ	:30	2	\$1,200.00 P-5	0.00 NM	2	\$2,400.00
	10/20/1	0,20,12		Civi	Ju Ju	·	•	.00	_	ψ1, <u>=</u> 00.001 -0	5.00 INIVI	· '	Ψ=,-του.ου

Print Date: 10/26/12 10:48:05 Page 4 of 5

Order / Rev: 721419 Advertiser: Congressional Leadership Fund

Alt Order #: 06367905 Product Desc: CONG LEADERSHIP FUND WKYC

Flight Dates: 10/19/12 - 10/25/12 Estimate: 3347

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
LII OII	Otart	Liid	M-F 5-6a	Broak	Otarv Eria 11	mo Bayo	Lon Opolo	rato i ii	rug Typo	Орого	7 arriodite
01101		100	Channel 3 News	@ 5AM							
	NEWS SUI Start Date	NRS End Date	Weekdays	Spots/Week	Rate	Pating			I		
_	0/22/12	10/28/12	<u>Weekdays</u> T		\$1,200.00	Rating 0.00					
		2 10/25/12	M-F 5-6p	СМ	5p-6p	T	:30 2	\$2,000.00 P-5	0.00 NM	2	\$4,000.00
			Dr. Phil								
DR. F	_	Fral Data	Ma aladaya	C==4= ///==1.	Data	Datin n					
_	Start Date 0/22/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 2	Rate \$2,000.00	Rating 0.00					
		2 10/25/12	M-F 7-9a Today	CM	7a-9a	T	:30 3	\$2,500.00 P-5	0.00 NM	3	\$7,500.00
			Today Show	-				, ,			, ,
	AY SHW	E 15 :		0	Б.,	5.0					
<u>S</u> Week: 1	Start Date	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week	Rate \$2,500.00	Rating 0.00					
		2 10/23/12	Tonight Show	CM	1135p-1237a		:30 2	\$2,800.00 P-5	0.00 NM	1	\$2,800.00
			Tonight Show			_	_	<b>,</b>		-	<b>4</b> =,00000
_	TE SHW										
_	Start Date 0/22/12	End Date 10/28/12	<u>Weekdays</u> - T	Spots/Week	Rate	Rating					
	Ch Date Ra		escription		\$2,800.00 t/End Time	0.00 V	Veekdays Le	ength Rate	Rtg Type		
		<u> </u>	onight Show		5p-1237a	_	T	:30 <del>(\$2,800.00)</del>			
		.3,22.4,22.5									
	NA/Overso		11.5.1.5				20 0	<b>#</b> 4 000 00 <b>D</b> 5	0.00.1114		<b>#</b> 0.000.00
E 29 WKY	C 10/23/1	2 10/23/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- T	:30 2	\$1,000.00 P-5	0.00 NM	2	\$2,000.00
ELLE	N		Lilen Degeneres								
<u>s</u>	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	0/22/12	10/28/12	- T		\$1,000.00	0.00					
E30 WKY	C 10/23/1	2 10/23/12	M-F 430a-5a	CM	430a-5a	- T	:30 1	\$375.00 P-5	0.00 NM	1	\$375.00
CH 3	NEWS 430	)A	430a News								
<u>s</u>	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 1	0/22/12	10/28/12	- T	1	\$375.00	0.00					
E31 WKY	C 10/23/1	2 10/23/12	M-F 5-6a	CM	5a-6a	- T	:30 2	\$1,200.00 P-5	0.00 NM	2	\$2,400.00
CH3 I	NEWS SUI	NRS	Channel 3 News	@ 5AM							
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 1	0/22/12	10/28/12	- T	2	\$1,200.00	0.00					
E32 WKY	C 10/23/1	2 10/23/12	•	CM	5p-6p	- T	:30 2	\$2,000.00 P-5	0.00 NM	2	\$4,000.00
DR. F	рμп		Dr. Phil								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 1		10/28/12	- T		\$2,000.00	0.00					
E33 WKY	C 10/23/1	2 10/23/12	M-F 7-9a Today	CM	7a-9a	- T	:30 3	\$2,500.00 P-5	0.00 NM	3	\$7,500.00
TOD	V 6 6 7 V		Today Show								
	AY SHW Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 1		10/28/12	- T		\$2,500.00	0.00					
E34 WKY	C 10/24/1	2 10/24/12	Tonight Show	CM	1135p-1237a	W	:30 2	\$2,800.00 P-5	0.00 NM	2	\$5,600.00
TONI	TE 01 114		Tonight Show								
	TE SHW Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 1		10/28/12	W		\$2,800.00	0.00					
		2 10/24/12	M-F 4-5p	СМ	4p-5p	W	:30 2	\$1,000.00 P-5	0.00 NM	2	\$2,000.00
			Ellen Degeneres								
ELLE		End D-1-	Modeles	Cnot-AM1	Date	Dotin -					
<u>S</u> Week: 1	Start Date 0/22/12	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week 2	Rate \$1,000.00	Rating 0.00					
			M-F 430a-5a	CM	430a-5a	W	:30 1	\$375.00 P-5	0.00 NM	1	\$375.00
			430a News	-							
CH 3	NEWS 430	DA .									

Print Date: 10/26/12 10:48:05 Page 5 of 5

WKYC

Order / Rev: 721419 Advertiser:

CONG LEADERSHIP FUND Alt Order #: 06367905 Product Desc:

10/19/12 - 10/25/12 Estimate: 3347

Flight Dates:

Ln Ch Start End	Inventory Code B	Break Start/End	d Time Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
E 36 WKYC 10/24/12 10/24/12		M 430a-5a	W	:30 1	\$375.00 P-5	0.00 NM	1	\$375.00
	430a News							
CH 3 NEWS 430A								
Start Date End Date	Weekdays Spots/V	Neek Rate	Rating					
Week: 10/22/12 10/28/12	W	1 \$375.00	0.00					
E 37 WKYC 10/24/12 10/24/12	M-F 5-6a C	M 5a-6a	<b>W</b>	:30 2	\$1,200.00 P-5	0.00 NM	2	\$2,400.00
	Channel 3 News @ 5AM							
CH3 NEWS SUNRS								
Start Date End Date	Weekdays Spots/V	Neek Rate	Rating					
Week: 10/22/12 10/28/12	W	2 \$1,200.00	0.00					
E 38 WKYC 10/24/12 10/24/12	M-F 5-6p C	M 5p-6p	W	:30 2	\$2,000.00 P-5	0.00 NM	2	\$4,000.00
	Dr. Phil							
DR. PHIL								
Start Date End Date	Weekdays Spots/V	Neek Rate	Rating					
Week: 10/22/12 10/28/12	W	2 \$2,000.00	0.00					
E39 WKYC 10/24/12 10/24/12	M-F 7-9a Today C	M 7a-9a	W	:30 3	\$2,500.00 P-5	0.00 NM	3	\$7,500.00
	Today Show							
TODAY SHW	•							
Start Date End Date	Weekdays Spots/V	Neek Rate	Rating					
Week: 10/22/12 10/28/12	W	3 \$2,500.00						

Congressional Leadership Fund

72 \$136,775.00 Totals